



**CITY OF GREENSBORO  
FOR IMMEDIATE RELEASE**

Contact: Yvonne F. Foust  
Phone: 373-2053  
Cell: 430-6155

***WHEN THE CHIPS ARE DOWN ... RECYCLE 'EM***

**GREENSBORO, NC (December 15, 2004)** – Getting a new computer this holiday season? If so, consider recycling your old one rather than throwing it away. The City of Greensboro Environmental Services Department — in partnership with the Greensboro Coliseum, Guilford County, the City of High Point, and the University of North Carolina at Greensboro — will host *When The Chips Are Down...Recycle 'Em*, the area's first electronic waste recycling collection event. During this "e-waste" event, set for April 23 on East Lee Street, across from the Greensboro Coliseum, the City will collect a variety of electronic items, from children's light-up tennis shoes and Tickle Me Elmo dolls to televisions and computers. Funding for this project was provided in part through a grant from the North Carolina Division of Pollution Prevention and Environmental Assistance, Department of Environment and Natural Resources.

"Part of the mission of the City's Environmental Services Department is to manage and operate safe, cost-efficient, and environmentally sound services for the benefit of the City of Greensboro and its surrounding community," said Debbie Meurs, coordinator of the event. "Hazardous components inherent in this waste stream and a lack of adequate recycling options have acted as the catalyst for this community collaboration. Many of these electronic materials contain lead, mercury, and other hazardous materials that could be recycled. Instead, they end up using valuable space in our landfills."

Meurs, an environmental compliance specialist with the City of Greensboro, said the City recognizes the increasing problem and its responsibility to handle it.

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“Our goal for the electronic recycling event is to reduce the amount of electronic items going into the landfill, reuse what can be reused, and recycle the different components of the rest, as well as further educating our citizens to the proper disposal of e-waste materials,” Meurs said.

If you have electronic materials to dispose of this holiday season, you are asked to hold onto those things and bring them to this one-day *When The Chips Are Down...Recycle 'Em* recycling collection event on Saturday, April 23, from 8 am – 2 pm on East Lee Street, across from the Greensboro Coliseum. Electronic waste materials from area small businesses will also be accepted at the current contract rate. Additional information will be shared as time for the event draws nearer.

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The City of Greensboro exists to partner with the community to build an increased quality of life for Greensboro. Critical to the City of Greensboro's success is building public trust, maintaining a work environment which fosters employee commitment to public service, and making a difference in the lives of our citizens. The City of Greensboro has a dedicated professional staff of more than 2500 employees poised to implement aggressive programs and policies that deliver on its four core values of honesty, integrity, stewardship, and respect.